

Title:

Mr

Forename:

Jason

Surname:

Millington

Name and title under which you would like this response to appear:

Jason Millington

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep nothing confidential

If you want part of your response kept confidential, which parts?:

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

Yes

Question 1: To what extent do you consider that DTT, DSat, cable and IPTV are in competition with one another for subscribers of pay TV services ? either at present or in the future?:

It is a highly competitive market that needs to be controlled as not everyone wants to subscribe and pay a monthly fee to. Customers should have an alternative to pay tv.

Question 2: To what extent do you consider the Proposal is likely to deliver benefits to the consumer?:

It will not benefit the consumer as it could be considered as an erosion of a what is (was) a free service and should stay free.

Question 3: To what extent do you consider that there is scope for sustainable competition in pay TV on the DTT platform and, more broadly, across all pay TV platforms?:

It cannot be sustained as the platform is far too small for 2 pay tv providers.

Question 4: What are likely to be the key aspects of competition between providers of retail pay TV services on the DTT platform? E.g. what is the role of premium sports and movies content?:

These can be found on other platforms.

Question 5: Do you consider that if Sky were to become the only provider of pay TV on the DTT platform it would be likely to have a significant detrimental effect on competition in the long term? How might this affect the development of other platforms for the delivery of pay TV services?:

Yes as sky are such a large company who will only stop when they are dominant provider. This will have a detrimental effect on the platform as a whole.

Question 6: To what extent, if at all, do you consider that the Proposal would be likely to lead to any of the public policy concerns outlined at Section 4?:

Loss of services on the DTT platform.

Question 7: Specifically, to what extent do you consider that the Proposal would be likely to lead to consumer confusion?:

Consumers will be/will become confused between DTT (freeview) Pay TV.

Question 8: To what extent do you consider that it is beneficial for consumers to be able to obtain Sky and existing DTT pay TV content without having to purchase separate STBs?:

Not much benefit as consumers will not want a watered down version of the Sky platform.

Question 9: Do you consider that the Proposal might lead to any additional public policy concerns:

Yes - loss of consumer faith in the DTT platform.

Question 10: If Sky becoming the only provider of pay TV services on the DTT platform were likely to have a significant detrimental effect on competition, do you consider that it is possible to address this through a set of additional conditions and/or directions? If so, what form should those conditions/directions take?:

Conditions must be in place to deter Sky from becoming the dominant provider.

Additional comments:

It is a mistake for another PAY TV provider to come on to the DTT platform. It would be detrimental to consumer confidence in what is already a confusing time.

It is a further erosion of the DTT platform.